# Communication Management in Education (SIMPE)

**Jon Kasmadi[1], Kasful Anwar[2], Shalahudin[3]**
[1] *Badan Penelitian dan Pengembangan Kota Sungai Penuh, Indonesia*
[2,3] *Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi, Indonesia*
**Email :** bungkukg@gmail.com

| | ABSTRACT |
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| | This article aims to explain the context of education and the importance of communication, explain relevant communication theories in education, and explain the role of technology in improving educational communication. The research methodology used in this research is library research. Primary sources are sources that provide data directly from the first hand or are original sources. Secondary data is in the form of books related to the subject matter. The steps of library research are identifying several key terms, finding literature, critically evaluating and selecting literature, organizing literature, and reporting literature summaries. The results show that good communication can strengthen cooperation in decision-making, policy implementation, and evaluation of the education process. Communication management plays a role in education. Good communication between teachers and students, as well as between all parties involved in the educational process will help create a harmonious learning environment. |
| **Keyword** | *Management, Communication, Education.* |

## INTRODUCTION

Education is an important process in the formation of individuals and society. Through education, individuals can acquire the knowledge, skills, and attitudes needed to cope with and contribute to everyday life. However, education is not only limited to the process of teaching and learning in the classroom (Hysa & Jakupaj, 2024). It also involves communication between various parties involved in education, such as teachers, students, parents, and other related parties. Communication management in education is an approach used to manage and improve the effectiveness of communication in the educational environment. In this context, communication management includes planning, organizing, implementing, and monitoring communication in education. Communication management in education aims to create an environment that supports effective, collaborative, and mutually supportive communication between all parties involved in education (Amin et al., 2022).

Communication management in education also plays a role in improving the quality of learning and creating harmonious relationships between teachers, students, and parents. One of the important things in communication

management in education is the use of relevant information sources. Relevant sources of information can be utilized by students and teachers in teaching and learning activities, such as making summaries, compiling teaching modules, and making learning evaluations. Relevant sources of information can also be used as a reference in developing learning programs that suit student needs. In addition, technology can also be an important source of information in communication management in education (Varma et al., 2022).

Thus, the use of appropriate information sources and effective technology in communication management in education can improve learning effectiveness and create harmonious relationships between all parties involved in the education process. Communication management in education also plays an important role in ensuring that information is delivered to all parties involved in education, be it teachers, students, or parents. In practice, communication management in education involves several steps. The first step is to identify the specific communication needs of each party involved, including the flow of the room, the characteristics of the students, and the information needs of the parents (Singh & Yadav, 2023).

Communication management in education also involves using effective communication strategies, such as clear verbal and nonverbal communication, active listening, and keeping communication channels open. Communication management in education also involves using information and communication technology to facilitate communication between teachers, students, and parents. In overcoming difficulties and obstacles originating from students, the school environment, and families, communication management in education can play a role in building harmonious relationships between all parties by holding regular meetings, open dialogue, and active communication (Albuali, 2021).

Furthermore, communication management can also help overcome obstacles originating from the government by conveying data and research results that explain the positive impact of implementing the Merdeka Curriculum and providing input and policy recommendations that can increase government support for the implementation of the Merdeka Curriculum (Adepoju, 2017).

Thus, communication management in education is an important key to creating a successful learning environment in facing and overcoming difficulties and obstacles in implementing the Merdeka Curriculum. Communication management in education plays a very important role in creating an inclusive learning environment and supporting optimal student development. In overcoming some of the difficulties and obstacles that exist in implementing the Merdeka Curriculum, communication management also

needs to involve all parties involved in decision-making, including teachers, students, parents, educators, and the government (Yuberta, 2024).

This article aims to explain the context of education and the importance of communication, explain relevant communication theories in education, and explain the role of technology in improving education communication.

**RESEARCH METHOD**

The research methodology used in this research is library research, which is defined as a study carried out by examining related library materials critically and in-depth. It can also be defined as research conducted by collecting data or scientific papers directed at the object of research or by collecting data that is literature.  The field of Communication Management in Education is the main focus of this research (Creswell, 2016).

Primary sources are sources that provide data directly from the first hand or are original sources. Meanwhile, secondary data are in the form of other books related to the problems that are the subject of this article. The steps of literature research consist of identifying some key terms, finding literature, critically evaluating and selecting literature, organizing literature, and reporting literature summaries (Creswell, 2015).

**RESULT AND DISCUSSION**
**The Context of Education and the Importance of Communication**

Communication Management in Education (CME) is an approach or concept that refers to systematic efforts to manage and coordinate communication in educational environments (Taylor & Johnson, 2020). Its main objective is to ensure that effective communication takes place between various educational stakeholders, such as teachers, students, parents, and school administration, to support learning, decision-making, and conflict management. Communication management in education also involves the use of various communication technologies and media to support the educational process and facilitate interaction between individuals and groups within the educational environment (Nazarova, 2021).

**Communication in the Context of Education**
1. Effective Learning, Good communication between teachers and students is essential to convey subject matter clearly, facilitate good understanding, and create a conducive learning environment.
2. Relationship Building, Effective communication between teachers and students can help build positive and trusting relationships, creating a safe and open learning environment for questions and discussions.

3. Adjustment and Support, Through open communication, teachers can better understand the needs, interests, and potential of each student, allowing for adjustments in teaching approaches and providing necessary support.
4. Collaboration, Good communication is also necessary in collaboration between teachers, school staff, parents, and the community in supporting the holistic education process of students.
5. Feedback, Effective communication enables teachers to provide constructive feedback to students on their progress, assisting them in identifying strengths and areas for improvement.
6. Social Skill Building, Communication in an educational context also helps students in developing interpersonal communication skills that are essential for their future personal and professional lives.
7. Conflict Management, Effective communication can help in resolving conflicts that may arise among teachers, students, or even between parties involved in the educational process.

Teachers who have good communication skills can arouse learners' interest and motivation, and help build positive relationships between teachers and students. Communication in education is also important to strengthen collaboration between all education stakeholders, including parents, principals, and other related parties (Quimosing, 2022). Good communication can strengthen cooperation in decision-making, policy implementation, and evaluation of the education process. In the education process, communication also acts as a tool to overcome problems and obstacles that arise. By communicating effectively, relevant parties can share information and create appropriate solutions to problems encountered. Good communication can also help prevent or reduce conflicts between individuals or groups within the educational environment (Dilobar, 2022).

In the context of education, good communication can also help build an inclusive, inclusive, and democratic school culture. Good communication can ensure that all individuals feel heard, valued, and included in educational decision-making and processes. Communication can be a powerful tool in building a supportive educational community and solidifying relationships between all parties involved.

Communication management in education is very important. With good communication management in education, a harmonious and productive learning environment will be created, where all parties can work together and collaborate to achieve the desired educational goals. By implementing effective communication management in education, information, knowledge, and

experience can be easily disseminated and communicated to all parties involved.

Effective communication in education helps create a positive learning atmosphere where students feel comfortable and actively involved in the learning process. They feel listened to, valued, and involved in interactions with their teachers and peers. In the context of an independent curriculum, communication management is crucial to ensure effective understanding and implementation of the curriculum.

Good communication management can help ensure that all parties involved in education, including learners, teachers, parents, and other relevant parties, have the same understanding of the objectives and content of the independent curriculum. They can also work together to overcome obstacles and difficulties that may arise during the independent curriculum implementation process (Nisa et al., 2023).

**Relevant Communication Theories in Education**

In the field of education, several communication theories are relevant in managing and facilitating communication between teachers, students, and all parties involved in the educational process (Lievrouw, 2009). Some relevant communication theories in education include:

**Interpersonal Communication Theory**

This theory emphasizes the importance of interpersonal relationships between teachers and students. Interpersonal communication is a communication process between individuals that involves the exchange of information, emotions, and ideas.

**Social Communication Theory**

This theory focuses on how communication affects behavior, agreeing with Sinambela's opinion that the use of learning media can help teacher performance and improve student learning outcomes.

**Organizational Communication Theory**

This theory deals with communication in the context of educational organizations, such as schools or universities. This theory studies aspects of communication that occur in educational organizations, including decision-making processes, information flow, and communication patterns between organizational members.

**Instructional Communication Theory**

This theory focuses on communication that occurs in learning and teaching in the classroom. This theory discusses effective communication strategies between teachers and students, as well as the use of learning media to optimize the learning process.

In addition to these relevant communication theories in education, communication management also plays an important role in education. Good communication between teachers and students, as well as between all parties involved in the educational process will help create a harmonious learning environment, facilitate better understanding, and support the learning process.

**The Role of Technology in Improving Educational Communication**

Technological developments have had a major impact on improving educational communication. Technology has enabled faster, more efficient, and easier communication between teachers and students, as well as between all parties involved in education (Tuzahra et al., 2021). This can have a positive impact on improving learning effectiveness. Faster and more efficient communication through technology allows teachers to provide faster and more responsive feedback on student performance so that students can immediately know the areas that need improvement and improve their learning outcomes. Easier communication through technology also allows collaboration between teachers and students in online or distance learning, including in the current pandemic situation. By using technology, teachers can provide learning materials, assignments, and assessments online, while students can access them and interact with teachers through digital platforms (Khairini & Yogica, 2021).

In addition, technology also allows teachers and students to communicate in real time through video conferencing or chat applications so that the interaction between them is not interrupted by distance and time. Thus, technology has helped to improve the effectiveness of educational communication and facilitate more flexible and adaptive learning. One solution to overcome communication barriers between teachers and students in learning is to use digital learning media. Digital learning media can include various forms such as mobile applications, e-learning platforms, learning videos, and so on. By using digital learning media, teachers can deliver learning materials more interestingly and interactively, to increase students' interest and motivation to learn. In addition, digital learning media also allows students to learn independently and access learning materials anytime and anywhere according to their needs (Jagušt et al., 2017).

**CONCLUSION**

Education is an important process in the formation of individuals and society. Through education, individuals can acquire the knowledge, skills, and attitudes needed to cope with and contribute to everyday life. However, education is not only limited to the process of teaching and learning in the classroom. In the ever-evolving era of education, communication management

in education plays an important role in creating an effective, inclusive, and collaborative educational environment.

Based on the discussion on Communication Management in Education (SIMPE), some suggestions can be proposed to improve the effectiveness of SIMPE implementation in the context of education. Conduct training and competency development for educators, administrative personnel, and other related parties in effective communication skills. This includes good listening skills, effective verbal and non-verbal communication, and mastery of relevant communication technologies.

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